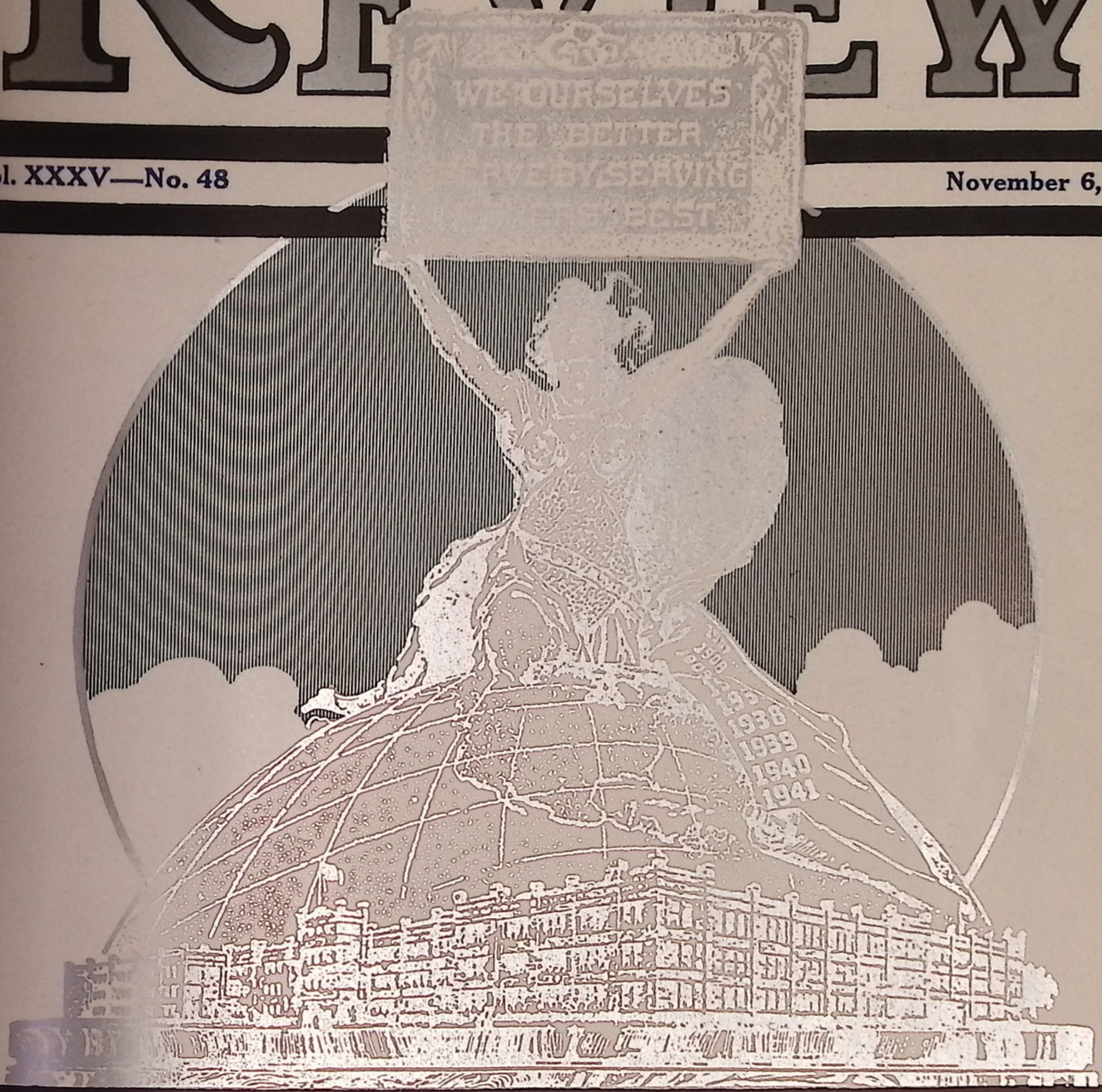
THE REVIEW

Vol. XXXV—No. 48 November 6, 1941



You Serve America When You Sell—

"Their Priceless Heritage"
"Spirit of America"
"All-American"

New!

"SERVICE SWEETIES"

A NEW SERIES BY BUELL

The new series of girl figures is sampled on a new series of folders, SQA-4, Questions and Answers about America.

The new girls will get business NOW.

So will the new SQA-4 folders.

Use BOTH to get new business and to sell renewal orders to buyers who have been using SQA-3.

Show "Service Sweeties" to your News Quiz customers, too! The timely, colorful Buell girls will close renewal orders on News Quiz this week. The present designs for the NQ folders themselves will be continued. Sell your customers a continuation of their present News Quiz service, using the new picture series.

This week's best bet: Sell direct-mail to garages, service stations and automobile dealers, to advertise SERVICE. Every automobile owner is vitally interested in keeping his car in good condition. Automobile dealers are realizing the growing importance of their service departments. Cash in on this trend. Sell direct-mail this week!

The REVIEW
Published Weekly
by and for the Sales Department of
The Gerlach Barklow Co.
THE ULTIMATE OF ART IN ADVERTISING

Vol. XXXV JOLIET, ILLINOIS, NOVEMBER 6, 1941 No. 48

Coming Into the Home Stretch

WILL YOU DO ME A FAVOR?

Let's sell what we have in the remaining four weeks of the 1941 season. With so many of the items in the leather and metal lines withdrawn, my ambition is to see you concentrate on calendars, mailing cards, blotters, house organs, post cards. There is a wealth of business to be had this month on those mediums.

There are hundreds of business men in your territory who at the last minute will want to change their minds and say Merry Christmas and Thank You to their customers and prospects. There is a wealth of opportunity in that "Going Places" booklet for you, to use it in your presentations to show in a simple way how good will advertising is used and the effective job it does.

The favor I ask is this: Work your hardest the last two weeks of the Contest to pile up as many Christmas Club Credits as you can. Work just as hard the week of November 24th to 29th. This year many people have been more or less undecided and many have put off buying until later. So get your share of the business to be had by not forgetting the eleventh-hour buyer. He's the man you call on who says "No" until the last minute. The business man who isn't using calendars this year is losing valuable space on the walls of his customers' and prospects' homes, offices and public buildings. Tell that, in your own way, to the eleventh-hour buyer. And don't forget the mind-changer. He's the man who has changed his mind since you called on him last and if you don't call on him again somebody else may get his business.

As you call on customers and prospects keep in mind that it will not be long until you will be calling back again with the new and beautiful 1943 Line. I know you will agree with me that it is the best ever. Take advantage of your contacts between now and the end of the current selling season to ask as many buyers as possible to wait and see this new line before making a decision.

You are coming through with flying colors the early days of November; keep up the good work. Again, fight for that PLUS $100 or that PLUS $1,000 worth of business over your goal that gives you the added profit.

Thanks sincerely for the job you are doing. Let's continue to make it a grand finish and lay the foundation for the best Opening Day, Opening Week and Opening Month in 1942 that we have ever had.

J. Mackenzie

CALL-BACKS NOW WILL PAY BIG DIVIDENDS

Every customer that placed an order early in the year has demonstrated his belief in our type of advertising. Because the original order may be inadequate, it is important that every salesman call on as many of his early buyers as possible for two reasons: There may be an increase awaiting you, and it is possible at this time to start making appointments for opening day, opening week, and opening month.

"Going Places" the most timely advertising we have ever used is bringing sensational results. Practically every return card that comes in from a customer has checked the column:

> "We need more 1942 calendars just like those already ordered."

and many increases have reached us as a result.

On Page 8, Section 3, of your price book it says:

> "Re-ORDERS: If a customer sends in an additional order, charge the same rate as for the original order if it is a small quantity, and in addition charge for change of series, unless the regular price for the quantity would be less. If we have not begun the manufacture of the original order we will correct the price by giving the total quantity rate on the entire order."

It is very important to call on all your customers with regularity and it will pay big dividends to make as many call-backs as time permits during November.

James R. Talcott

SQA-4 QUESTIONS & ANSWERS ★ ABOUT AMERICA ★

These seven interesting questions—and 103 more, most of them illustrated—are in the new SQA-4 folders. Sell 'em now, while they're hot!

QUESTIONS

1. The founder and organizer of the Red Cross in the United States was:

Florence Nightingale **Betsy Ross** **Clara Barton**

2. Several flags used by Americans in colonial times used the slogan, "Don't Tread on me." This slogan was illustrated by a picture of a:

Rattlesnake **Violet** **Sword** **Harp**

3. December 17th is the anniversary of the Wright Brothers' first flight at Kitty Hawk, N. C. The year of the flight was:

1893 **1900** **1903** **1910**

4. Which of the three States whose names begin with "O" is the largest? It is:

Ohio **Oklahoma** **Oregon**

5. Beaver, Eleanor and Dartmouth are the name of:

Women's colleges **Theaters** **Ships in colonial history**

6. The hero of the battle of San Jacinto in 1836 was:

Sam Houston **Winfield Scott** **Davy Crockett**

7. "E Pluribus Unum" first appeared on the title page of a publication called:

Poor Richard's Almanack **The Federalist** **Gentleman's Miscellany**

ANSWERS ON NEXT PAGE

Sell an SQA-4 Order Tomorrow!

HOW TO SELL SQA-4—Pick your prospects, and present the new folders with their Questions and Answers about America to manufacturers and jobbers who have customer lists of 100 to 1000 names. Study the SQA-4 samples before you present them. Pick out a few interesting questions like the ones on these pages, and TRY them on your prospect. When you get his interest, show him the features of the folder: Monthly calendar, quiz, humor, and especially the trick fold that contains a small display ad under the heading, "Correct Answers."

ANSWERS

1. Clara Barton, who served as the first president of the American Red Cross. (By the way, HELP the Red Cross Roll Call drive this month. Join the Red Cross yourself!)

2. A rattlesnake graphically illustrated "Don't Tread on Me" on such flags as the Culpepper, the Westmoreland and the ensigns of the Massachusetts and South Carolina Navies.

3. The Wrights made their first flight on December 17, 1903. Their plane stayed in the air for 300 feet.

4. Oregon, 96,699 square miles, is the largest of the three, Oklahoma has 70,057 square miles, Ohio has 41,040.

5. The Beaver, the Eleanor and the Dartmouth were the three ships concerned in the Boston Tea Party of 1773.

6. Gen. Sam Houston led a small band of Texans at San Jacinto. They routed a larger Mexican army and assured Texas independence.

7. The first place the motto appeared was in "Gentleman's Miscellany," January, 1692.

Questions and Answers about America are sound, sensible advertising these days. Give every customer and prospect a chance to buy! Sell SQA-4 intensively from now till Christmas!

HERE'S HOW YOU'RE KEEPING 'EM FLYING

G.-B. HAPPY WARRIORS ARE MAKING HISTORY AND PILE UP ANOTHER RECORD-BREAKING VOLUME OF SALES

George H. Maloney Is Tops With Six Orders for $2,658

Mr. Maloney's biggest is a $2,350 sale to a MANUFACTURER OF ROPE AND BAGGING.

Naturally, on an order of this size, George encountered plenty of competition and some of his competitors were able to show some mighty attractive pictures, too. But Maloney simply awaited the right moment, then hauled out "The Clipper Ship Surprise" and told his story, not forgetting the fact that it was on this old sailing ship that little Sara Delano, Mother of President Roosevelt sailed around Cape Horn to China when a small child; he told how the trip in those days consumed a hundred days, with hardships a'plenty. He made the picture LIVE and enabled his prospective customer to see it through his eyes, and when he capped the climax by hanging his calendar on the wall, the buyer didn't even think about price, and once more, Maloney brings home the bacon.

Next in point of volume is a $225 sale of "Kiddies, Inc." in Class Y Blotters, sold to an INSURANCE AGENCY.

He also sold "Our America" Blotters to a METAL MANUFACTURER, "Sweethearts by Erbit" to the same customer, and Metal Calendars to an old customer.

A. A. Bender with six orders for $1,500 is a mighty good second.

First on Mr. Bender's list is a $678 sale of "The Joy of Living" sold to a firm of MINERS AND SHIPPERS OF COAL.

This multi-million dollar corporation experiences delays and disappointments due to labor conditions, but that doesn't, in their opinion, constitute any good reason why they shouldn't invest $678 in business friendships and good will.

And leave it to Bender to make a wise selection of subject.

Bender's second is a $400 sale of News Quiz, "Playmates" to a dealer in CONTRACTORS' EQUIPMENT.

Third is a $300 sale of Pencils —MANUFACTURER OF FOOD PRODUCTS—a new customer.

Next in line is a sale of Pencils to an INVALID CAR SERVICE, a sale of Blotters to a PAINTER AND DECORATOR and a sale of Catholic Religious Calendars to a FUNERAL HOME.

Mrs. Fannie Peterson registers seven sales for $763. Her best is a $525 sale of Blotters to a PUBLISHER.

Incidentally, Mrs. Peterson won three new customers.

Charlie Clayton brings in eight runs for $723. His first is a $275 sale of Special Calendars to an IMPORTER OF SPICES, number two is a $222 sale of "Scenes of My Childhood" to a MERCANTILE CONCERN—a new customer.

Clayton also sold "My Blue Heaven" to a DEALER IN TAILORS' FINDINGS, Billfolds to an ENGINEERING WORKS, Billfolds to a SIGN PAINTER, and Pencils to a dealer in AUTO PARTS.

E. E. Meyer makes six hits for $600. A $280 sale of Pencils to an AUTO EQUIPMENT CONCERN—a new customer, a $128 sale of "Silver Dawn" to a MANUFACTURER OF BRONZE CASTINGS, a $100 sale of FD service to a FUNERAL HOME, Letter Openers to a VAULT MANUFACTURER, A sale of Personal Greetings, and Paragon to a LUMBER COMPANY.

P. H. Cowherd of Texas scores eleven for over $600. Key Cases to a PONTIAC DEALER, Pencils to a TEXACO DISTRIBUTOR, Greeting Letters to a MERCANTILE CONCERN, Pencils to a COMMISSION AGENT, Pencils to a CAFE, Paragon to a LUMBER DEALER, FD Service to a FUNERAL DIRECTOR, "Come Back Here" to a PONTIAC SALES AND SERVICE COMPANY, "Rah! Rah! Rah!" to a CHIROPRACTOR and "My Diary" to a FUNERAL DIRECTOR.

Marvin Mitchell makes four sales for $600. A $506 sale of "Spanky's Safety Patrol" to an ADVERTISING AGENCY, FD Service to a FUNERAL HOME, Family Record Booklets to a FUNERAL HOME, Pencils to a TRUCKER, and Thermometers to a HOUSEHOLD APPLIANCE DEALER.

King Gerlach makes ten sales for nearly $500. "Spirit of America" Defense Posters to a LAUNDRY, Pen and Pencil Sets to a LUMBER DEALER, Memorial Record Booklets to a FUNERAL HOME, Paragon Desk Memo Pads to a RADIO SHOP, "My Diary" Baby Books to a FUNERAL DIRECTOR, FD Service to a FUNERAL HOME, "Route '41" Greeting Folders to a HOTEL, Pencils to a PONTIAC DEALER, Pencils to a dealer in PETROLEUM PRODUCTS, Key Cases to a PLYMOUTH AND DODGE DEALER.

Frank Raitz makes eight sales for $432. A $300 sale of Bluebird Calendars to a DAIRY, FD Service to a FUNERAL HOME, Metal Calendars to a FUNERAL HOME, Acknowledgment Cards to a FUNERAL HOME, Paragon Memo Pads to an ENGINEERING CORPORATION, Business Calendars to an INSURANCE AGENCY, Bluebird Calendars to a RESTAURANT, Greetings to a FLORIST, Greetings to a DENTAL LABORATORY.

V. A. Magnuson of Minnesota made eight sales for $400. Holiday Greetings to a PAPER DEALER, Pencils to a BOWLING CENTER, Acknowledgment Cards to a FLORIST, "Route '41" Greetings to a SERVICE STATION, Pencils to a BEVERAGE BOTTLER, FD Service to a FUNERAL HOME.

Edwin Pittman made seven sales for $356. "Route '41" Greetings —CAFE, Pencils—AUTO SERVICE STATION, Key and License Holders—PHILLIPS STATION, Last Edition Billboards—FORD DEALER, Business Calendars—HAT STORE.

A. V. Clapp makes seven sales for $330. 500 Will Rogers Ger-Bars—LAUNDRY, Holiday Greetings HG4232—PERSONAL, Holiday

Greetings HG4231—REALTOR, Will Rogers Calendars—METAL WORKS, Pencils—ADVERTISING SALESMAN, "Springtime in the Forest"—ORIENTAL RUGS, Paragon—VARNISH MANUFACTURER.

A. S. Hartman made six sales for $363. Pencils—LIVESTOCK TRUCKER, "Proud Mothers"—AUTO REPAIRING, "Come Back Here"—LUMBER DEALER, "Rah! Rah! Rah!"—OIL DEALER, Paragon—GARAGE, Pencils—AUTO REPAIRS.

John Gilbert, of South Carolina, chalks up twelve sales for $350. Seven are to new customers. "Spirit of America"—STATE BANK, Will Rogers Billboards—FEED AND SEED DEALER, "Rah! Rah! Rah!" —RESTAURANT, Pencils—COCA-COLA BOTTLER, Key and License Holders—CHEVROLET SALES, Pencils—GULF GAS AND OIL DISTRIBUTOR, FD Service—FUNERAL HOME, Religious Calendars—FUNERAL DIRECTOR, "Be Sure You're Right"—FORD DEALER, Knives—GULF SERVICE STATION, FD Service—FUNERAL HOME.

A. C. Miller made eight sales for $345. An ELECTRIC CONTRACTOR, a SIGN COMPANY, MATTRESS MANUFACTURER, WELDER, FUNERAL HOME, INSURANCE AGENT, BEAUTICIAN, AUTO REPAIRS and OIL DEALER.

Albert Morrier has a score of ten for $372—CONSTRUCTION COMPANY, ICE AND FUEL, FURNITURE, DAIRY, PATTERN SHOP, CREAMERY, COAL, FURNITURE, WIRE MANUFACTURER.

Dallas of Texas makes eight sales—LUMBER, AUTO WRECKER, FUNERAL HOME, GENERAL STORE, CHEVROLET DEALER, LUMBER, WHOLESALE BUILDERS' SUPPLIES.

Fred Bell made six sales for nearly $300. Four to FUNERAL HOMES.

Ryan Perry makes five—BUICK DEALER, PLYMOUTH DEALER, INSURANCE AGENCY and FUNERAL DIRECTORS.

W. J. Eggleston makes seven for nearly $300—HUDSON AUTO SALES, LIVESTOCK DEALER, TRANSFER COMPANY, ELECTRIC SUPPLIES, SERVICE STATION, AUTO SALES AND SERVICE.

Sam Haynes makes six—MACHINE SHOP, MEMORIAL DEALER, TEXACO DEALER, AMBULANCE SERVICE, FUNERAL DIRECTOR.

Clyde Estes scores five times for a volume of $600. His best is a $425 sale of Paragon to a LUMBER DEALER.

YOUR'RE BURYING US UNDER A PERFECT AVALANCHE OF ORDERS

From this point on, we're only going to touch the highlights but take it from us, we're mighty proud of our great sales force and only wish we might give each of you the commendation which you so richly deserve.

Incidentally, we're happy for your sakes as well as ours to be in this beautiful business in times like these.

Ed. Sierer's best out of four is a $300 sale of Paragon to a MOTOR TRUCK COMPANY.

Harold Ricker made eight sales for $300—his best a nice sale of Will Rogers calendars to a TIRE AND BATTERY DEALER.

J. B. Kasper makes six sales—his best a nice sale of the new S-265 "Stars and Stripes" calendars to an INSURANCE AGENCY.

H. R. Messick comes through with six sales—his best being "Route '41" Greetings to a CHEVROLET DEALER.

Reynolds also made six sales—his best a nice sale of those new Patriotic Desk Calendars No. S-265 to a DRIVE IN RESTAURANT.

A. C. Talerico brings home six orders—his best a sale of 300 Memorial Records to a MEMORIAL DEALER.

H. Thiele's best of the week is a sale of those new desk calendars No. S-265—"Stars and Stripes Forever."

O. M. Wildman's best bet of the week is a sale of "Gas Tank" Greetings to a TEXACO SERVICE STATION.

A. W. Thurn made five nice sales—his best being "The Guiding Hand" in S-257-V to a REAL ESTATE AND INSURANCE AGENCY.

Valentine Mentz made six sales—his best "Spirit of America" to a JEWELER.

L. E. Page made six straight—his best a $115 sale of Knives to a MERCANTILE COMPANY—a new customer.

"Doc" Sage scored six hits—his best a sale of those new "Service Sweeties" to a TEXTILE DYER.

A. H. Streeter's best for the week is a $115 sale of "Here Peace and Happiness Abide" to a LUMBER DEALER.

Isidor Siegel opens a nice new account with a $177 sale of "Sweethearts" Blotters to a BUSINESS COLLEGE.

C. M. Roadstrum's best is a $125 sale of Pencils to a CHEMICAL MANUFACTURER.

Tom Orvis' best out of four is a $146 sale of "Come Back Here" to a dealer in AUTO PARTS.

Cecil Nixon made a $100 sale of Paragon to a FUNERAL DIRECTOR.

John Mur sold "Priceless Heritage" to an INSURANCE AGENT for $100.

Larry Moss brings home half a dozen orders—his best sales being "Puppy Love" to a DAIRY for $266. Paragon to a STEEL WORKS for $131. Paragon to a SPRING MANUFACTURER for $106.

Jack Moore made a $105 sale of Paragon to a LUMBER DEALER.

C. L. Lewellen made a $200 sale of "Autumn Drive" to a FUNERAL HOME.

Alan Kidd sold Penny Greetings to a STATE BANK for $110.

C. L. Jacobs made four sales—his best is that new Patriotic Desk Calendar—"Stars and Stripes Forever" to a TEACHERS' AGENCY for $125.

Mr. Houison scores five times—his best "Autumn Rhapsody" to a FUNERAL DIRECTOR for $279. Houison also sold Knives to a TRANSPORT COMPANY for $125.

Jim Hartman made a $300 sale of Paragon to a CHEVROLET DEALER.

Herman Grotte made a $312 sale of Pencils to a STEEL PRODUCTS MANUFACTURER.

Gerrish sold Religious Calendars to a FUNERAL DIRECTOR for $369.

C. W. East comes home with a $105 order for "Here Peace and Happiness Abide"—sold to an AUTO DEALER.

Perc Earl bags two nice ones—a $245 sale of "Spirit of America" to a MANUFACTURER, and Paragon to a FEDERAL SAVINGS AND LOAN for $106.

W. F. Dunlap created a nice account with a $300 sale of "Autumn Rhapsody" to a FERTILIZER MANUFACTURER.

W. P. Dufton sold "Silver Dawn" to a MACHINE SHOP for $107.

S. C. Whalen makes a $112 sale of "Spirit of America" to a DAIRY.

Bert Cade is not a swivel-chair salesman; when occasion requires, Bert goes out and knocks one off the tree. This week it's a $538 sale of "Off to the Meeting Point," sold to a WHOLESALE FEED AND GRAIN DEALER.

H. N. Buckley made a $218 sale of Paragon to a big PAINT MANUFACTURER.

Mrs. Estelle P. Thompson made a $145 sale of Blotters to a PRINTER.

Mrs. Albert C. Jahl brings home a nice one—a $200 sale of "Houghton Mill" in a foldover deluxe greeting, sold to a MANUFACTURER OF HARDWOOD FLOORING.

Nick Osburn rings the bell twice—once with a $332 sale of "Forever Yours" and "I See by the Papers" sold to a TOOL WORKS. Also a $151 sale of "Rainbow Fishing Fleet" to a SEAFOOD DEALER.

Harry Etter made four nice ones—Paragon Desk Memo Pad Calendars to an ABSTRACT BUREAU, "Peekaboo" to a DEALER IN SHELL PRODUCTS, "When Good Fellows Get Together" to an AUTO BODY SHOP, "Caressing Breezes" to a TRANSPORT LINE.

Sidney Hodson sold 500 HG4253 "When a Feller's Got a Friend" sold to a HATCHERY.

Price Hollingsworth made an $82 sale of Pencils to a NEON SIGN AGENCY, a new customer, Pencils to a REFRIGERATION COMPANY, "Bank Book Greetings" to a SEED DEALER, Greetings to a BUILDING MAINTAINENCE COMPANY.

Jut Laing made a nice sale of "My Bonnie" to an AIR CONDITIONING AND REFRIGERATING CONCERN.

L. B. Nobles made a $100 sale of "Spirit of America" to an ELECTRICAL CONTRACTOR.

D. H. Stapp sold 300 "Happy Bluebird Family" to a STATE BANK.

Bill McNerney's best for the week is a $108 sale of "Priceless Heritage" to a FUEL OIL AND BURNER DEALER.

Mr. McNerney also sold 3,000 "Playmates" Blotters to a CLEANER.

V. A. Magnuson made a $100 sale of "All-American" Billboards to a BEVERAGE DEALER.

P. H. Cowherd made a $210 sale of Pencils to a WHOLESALE COMPANY.

Lynn Walker sold "Spirit of Youth" Blotters to a TEXTILE MANUFACTURER.

Frank Zimmerman's best out of three nice ones is a sale of a thousand Paragon Key Cases to a PLUMBING CONTRACTOR—a new customer.

Charlie Chamberlain gathered in five orders—Paragon to a GULF OIL DEALER, "Proud Mothers" to a FUNERAL HOME, "My Bonnie" to a NEW CUSTOMER, Pencils to a MANUFACTURER, FD Service to a FUNERAL DIRECTOR.

TEN IDEAS FOR BASE HITS

Sell "Puppy Love" to a Dairy with this copy—

THE MILK WE SELL, KEEPS LITTLE TOTS WELL

Sell "I See by the Papers" to an Insurance Agency with this copy—

NOTHING TO SELL — JUST GOOD PLAIN EVERYDAY DEPENDABLE SERVICE

Sell "Hello Everybody" to a cleaner with this copy —

MAIN 6742 — THE CLEANEST NUMBER IN THE PHONE BOOK

Sell No. S-260 "Bride's Cook Book" to a Furniture Dealer, a Jeweler, a Department Store or a dealer in Household Appliances.

Sell "Come Back Here" to a Lumber Dealer with this copy—

COME BACK HERE WHEN YOU WANT QUALITY AND SERVICE

Sell Al Baskin Post Cards to a Men's Shop.

Sell "Steady" to an Auto Dealer, using this copy—

OUTSTANDING IN ANY FIELD

Sell "Forever Yours" to almost any line of merchandising, with this—

WE APPRECIATE YOUR PATRONAGE AND WE SAY IT WITH FLOWERS

Sell "Here Peace and Happiness Abide" to a Savings and Loan Company with—

PEACE — SECURITY — HAPPINESS — IN A HOME OF YOUR OWN

Sell "Spirit of America" to any line of business for Industrial Distribution with this copy—

I PLEDGE ALLEGIANCE TO THE FLAG OF THE UNITED STATES OF AMERICA AND TO THE REPUBLIC FOR WHICH IT STANDS, ONE NATION INDIVISIBLE, WITH LIBERTY AND JUSTICE FOR ALL.

There Is No Bas for Pessimism

There is entirely too much pessimism in this country. As anyone who has read these articles knows, this writer has been warm in his support of the FOREIGN policy of the President. It is our belief that President Roosevelt must be supported, internationally speaking, for three basic reasons: (1) As we tried to show two weeks ago, he has without a doubt followed closely the traditional foreign policy of the United States; (2) As President, he has the constitutional duty to speak for the NATION; therefore, he can speak far more convincingly if he has a UNITED people behind him; (3) In this writer's opinion, we are following the safest course if we help Britain, Russia and China to successfully resist aggression, for otherwise we may be forced to stand ALONE in a totalitarian world. We DO think Mr. Roosevelt has said many provocative things that would better have been left unsaid, and we DO think he should have been much more frank with the American people. But, to our mind, these things are of small consequence as compared with the really big issues involved. For this reason we have been in general agreement with the President's FOREIGN policy.

Unfortunately, we cannot say as much in respect to his DOMESTIC policy. There are two schools of economics—the school that believes in the economy of plenty, and the school that believes in the economy of scarcity. The New Deal, though inconsistently at times, has embraced and followed the latter policy. For a while—during the depth of the depression—this was partially necessary. But we take sharp issue with the Administration that it is necessary NOW.

At the present time there is a tendency among New Dealers to invoke the economy of SCARCITY as an antidote for inflationary prices. It IS an antidote. But it is one of those remedies that are worse than the disease. It should be avoided in every way possible.

This year, according to the Government's own figures, we shall have a national income of $94,000,000,000 which will be $11,000,000,000 more than our national income during the fabulous year of 1929. Next year it is expected that our national income will reach $110,000,000,000. Out of this national income we shall spend THIS year for national defense only about $22,000,000,000 — probably less. Next year, if the war continues, the Government EXPECTS to spend about $50,000,000,000 for defense purposes. It probably can't be done, but that is the talk in Washington.

Now, of course, a situation in which we have such a tremendous national income with from one-fourth to one-half going to "war goods" is exceedingly INFLATIONARY. It offers a knotty problem, which even our most conservative economists and financiers freely admit.

There are three ways in which such a situation can be met. The first is to cut down on the consumption of consumer goods by (1) Taxation (2) Forced savings and (3) Curtailed production of such goods. The second way is to produce and sell MORE consumer goods, thereby absorbing the public's buying power. The third—the plan followed in Britain—is to limit expenditures for consumer goods by means of taxation and forced savings, being careful, however, not to disturb business any more than is absolutely necessary.

Unfortunately the Government seems to be following the first course, though we cannot—as yet—see any real reason why. In fact, frankly speaking, we do not believe that such a policy can be SUCCESSFULLY carried out in THIS country. If attempted on a large scale it will lead to "bootlegging" that will make our prohibition experiment look sick by comparison.

There is no question that DEFENSE NEEDS must be given the RIGHT OF WAY. Everything we have that is ACTUALLY NEEDED for defense must go for defense. There is no argument on that score. But it has not yet been demonstrated that civilian manufacture need be curtailed merely for the purpose of forcing people NOT to buy. In this writer's opinion, that is a false economy, and will be proved so. Naturally we cannot permit raw materials needed for defense purposes to go into articles that can be done without. Naturally there must be some transfers of machinery and skilled labor. But, with proper planning and proper allocation of labor and goods, we can still avoid disrupting our entire business and industrial set-up. With a national income of from $94,000,000,000 to $110,000,000,000, it remains to be PROVED that we cannot meet ALL of our defense needs and still do a whale of a business.

In any case, without minimizing the very real problems that exist, we fail to see where there is the slightest reason for pessimism in so far as OUR own business is concerned. In fact, looking at the matter cold-bloodedly, the situation is almost certain to play into OUR hands.

During the coming months we shall witness two decided trends in advertising. FIRST, business firms will turn more and more from general advertising to DIRECT advertising. This swing is already under way. SECONDLY, thousands of firms will turn from SALES advertising to GOOD WILL advertising. Both trends are right down our alley. Consequently, we should benefit rather than suffer from the switch to "war economy."

In forthcoming articles we hope to show just why WE need have no worries. You, as a Gerlach-Barklow salesman, are sitting on top of the world. In fact, compared with salesmen for other types of goods, you are about the luckiest men and women in America.

OUT THE WINDOW with fears and pessimism! War or no war, YOU will continue to do a large volume of business. There is no question—no doubt—about it.

Jesse H. Ricker

EACH OF THESE HELPED CLOSE ORDERS LAST WEEK

SERVING AMERICA BY SERVING YOU
Used by Bill Herrmann on "Spirit of America" to a welder.

ALWAYS ON DECK TO SERVE YOU
Used by W. C. Johnson on "Clipper Surprise" to an Electrician.

YOUR FRIENDLY COAL MERCHANT
Used by H. D. Evans on "Come Back Here" to a Coal Dealer.

ALWAYS THE RIGHT ANSWER WHEN YOU CALL OUR NUMBER
Used by Lee Cole on "Hello Everybody" to a Tire and Battery Shop.

MEMORIES LIVE AGAIN WHEN YOU SAY IT WITH FLOWERS
Used by Miss Melcher on "My Blue Heaven" to a Florist.

AT YOUR SERVICE ALWAYS AND ALL WAYS
Used by Harry Timothy on "Brainy Bow-Wows" to a Foundry and Machine Shop.

ABLE AND WILLING TO SERVE YOU
Used by Guy Dean on Religious Calendars to a National Bank.

BLUEBIRDS FOR HAPPINESS, OUR MILK FOR HEALTH
Used by Ed. Sierer on "Happy Bluebird Family" to a Dairy.

HE NEVER SMOKES NOR GOES OUT NIGHTS, AND NEITHER DOES OUR COAL
Used by Oschmann on "Rah! Rah! Rah!" to a Coal Dealer.

THE HOME OF QUALITY PRODUCTS
Used by Marvin Mitchell on "Puppy Love" to a DAIRY.

U. S. A. AND CHEVROLET — FIRST BECAUSE FINEST
Used by C. F. Gordon on "Spirit of America" to a Chevrolet Dealer.

A PLEASED CUSTOMER IS OUR BEST ADVERTISEMENT
Used by John Mur on "Steady" to a Hardware Dealer.

DON'T LET YOUR CLOTHES GO TO THE DOGS— BRING THEM TO US.
Used by Ross Sherfey on Metal Calendars to a CLEANER.

THE HOUSE OF LUCKY WEDDING RINGS
Used by Goodell on desk calendars to a Jeweler.

SHE COMES TO TELL YOU YOUR PATRONAGE IS APPRECIATED
Used by J. C. Mur on "Light of Her Eyes" to a Cleaner.

A LITTLE CHILD MEANS MORE THAN A LITTLE TIME— DRIVE CAREFULLY.
Used by Amasa Hartman on "My Bonnie" to a Chrysler Dealer.

MAY YOUR TRIP THROUGH LIFE BE A SUCCESSION OF GREEN LIGHTS: MAY YOUR CHRISTMAS BE MERRY, AND MAY THE NEW YEAR FIND YOU TRAVELING THE HIGHWAY OF SUCCESS AND HAPPINESS

The above is the sentiment which appears in HG4296, the U. S. Route '42 Greeting.

Notwithstanding the fact that this fine greeting has already established a record for sales, we urge you to SHOW it on every call where you have not already sold it. Created originally for the Automotive business, it has far exceeded expectations and is daily capturing new friends in many other lines of business and professions.

This is an unusual greeting. Place it in with a collection of miscellaneous greetings and shuffle them all together, then spread them out before a prospective buyer and we'll wager that seven out of ten persons will unerringly pick this particular greeting when asked to pick out the most striking of the lot. That is why this greeting has sold so well among business men—and especially to those in practically every branch of the Automotive business, also those in the sign business. Incidentally it has sold itself on sight to at least a dozen other lines.

WHEN YOU CALL ON THE BUYER WHO WANTS "SOMETHING DIFFERENT"

Regardless of what line of business he's in, break out your sample of HG4297—the greeting with a penny on it. At first sight your customer or prospect will refuse to believe that's a real penny; when he finds that it is, he's more than likely to want to use it as his personal greeting.

SHOW HG4297 AND YOU'LL SELL HG4297. But don't take our word for it; prove it to your own satisfaction.

SELL SUPER DELUXE ART CALENDARS FOR APPEASEMENT

THE BUYER WHO PROCRASTINATED ON PARAGON MAY STILL BUY D-52 OR D-70

Even at the eleventh hour, your customers and prospective customers who, because of priorities, finds himself unprepared for a Christmas remembrance for his good friends and customers, may still save the day by purchasing one or the other of those fine cellophane wrapped super deluxe art calendars if he'll act promptly.

Try this idea in a call-back on buyers who failed to get the usual gifts for their customers and friends. Tell them how those fine super deluxe calendars are received by OUR good friends and customers who receive them as Christmas gifts from President MacKeever.

Tell them of the hundreds of fine letters of appreciation received from those to whom we send our calendars —letters from many of America's biggest executives. Tell them how these calendars find a place upon the wall of the finest homes and offices in the world.

Tell them that no executive in America is too big to be influenced by such a gift as one of those fine super deluxe calendars, packed and wrapped as are President MacKeever's personal calendars.

Even at this late date, you can still win the gratitude of busy men by suggesting and showing this gift.

Many Miles of Happy Driving

and

A MERRY CHRISTMAS TO YOU AND THOSE WHOSE HAPPINESS IS YOURS

Wonder how many Gerlach-Barklow salesmen know right off the reel that that sentiment is taken from the "Gas Tank" Greeting?

How many times have YOU sold that greeting to various branches of the automotive industry?

It has brought home hundreds and hundreds of orders from Service Stations, and we'll wager it'll bring home many more before the close of this great sales year.

Why not set yourself a personal quota of one sale every day on that HG4291 from now right up to the date of the final bell on sales for this year? You can do this if you'll SHOW it to every gas and oil service station you contact each day.

THERE ARE PRIORITIES ON PARAGON, ON PENCILS AND ON KNIVES, BUT THANK GOODNESS THERE ARE NO PRIORITIES ON GOOD WILL

In his editorial which appears elsewhere in this issue of REVIEW, Jewett Ricker says—

> OUT THE WINDOW WITH FEARS AND PESSIMISM. Gerlach-Barklow salesmen are sitting on top of the world. In fact, compared with salesmen for other types of goods, they are about the luckiest men and women in America.

Jewett Ricker is RIGHT; in fact we're all lucky to be in such a beautiful business. Remember, we serve America when we sell "Spirit of America," "Their Priceless Heritage," the "All-America" billboard, or any one of our patriotic indoor billboards, posters or calendars.

We anticipated a big demand for these subjects and made big runs of them, using paper stocks which we already had in stock, but the demand has so far exceeded our expectations that you've simply buried us under a perfect avalanche of orders.

The sponsoring and distribution of these fine patriotic posters and calendars is an act of genuine Americanism and we're proud of our customers and proud of our salesmen who have KEPT THEM FLYING and who are KEEPING THEM FLYING.

KEEP THIS FACT IN MIND, PLEASE—

We may be too young or too old to carry a gun, but not one of us is too young nor too old to show our colors and to buy Defense Stamps and Defense Bonds; and there isn't a business man or institution in America today who is too big or too small to sponsor a patriotic calendar, poster or indoor billboard.

Des Moines, Iowa
October 25, 1941.

Dear Mr. Barklow:

Today I called back on the banker in Newton to whom I had sold "Priceless Heritage" in R9's for every school room in the entire county and for every school room in the city of Newton, with a pad beginning September, 1941, and to run 16 months.

He is very happy about the way these calendars have been received by the teachers and pupils; in fact, he took considerable time this Saturday morning to search through his files and find a letter written to him from the Secretary of the 3B class of one of the schools, and his answer. The letter and the banker's answer to the letter about the calendar are inclosed.

I asked if I might have the letters to send to you so you might publish them if you wished and he assured me you may use them in any way you wish.

This is a very large bank, and this calendar is the first they have issued for a long time, but he liked the idea of school distribution.

I enjoyed reading the letters and I'm sure you will.

Sincerely,

H. R. MESSICK.

* * *

Newton, Iowa.
Sept. 19, 1941.

_____ Bank,
Newton, Iowa.

Dear Sirs:

The 3B class at Lincoln School thank you for the calendar. We placed it near our real flag. We salute the flag each morning. In our music class we have learned "America" and "God Bless America." The pupils try to be good citizens by taking good care of things in our room and halls.

Your friends,

3B CLASS,
Byron Bryson, Sec.

* * *

September 26, 1941.

Mr. Byron Bryson, Secretary,
3B Class, Lincoln School, Newton, Iowa.

Dear Byron:

We were very pleased to receive your letter of September 19, and happy to know that you and your classmates like our calendar.

On the boys and girls like you and your classmates, truly rests the destiny of our country, and we are sure that your parents and teachers certainly have you started on the right road.

We extend a cordial invitation to your class and teacher to visit our bank either individually or as a group at any time.

Again thanking you for your swell letter, I am

Sincerely yours,

_____.
Assistant Cashier.

IF YOU HAVE ORDERS IN THE HELD FILE PREPARE TO MAKE A CLEANUP NOW!

If you have orders that are being held for advertising copy, individual names, monograms—or for any reason whatsoever, PLEASE get down to brass tacks and clean out our held file before Wednesday, November 12th.

While we are referring particularly to Paragon orders, the same notice goes for any part of the line which customers require for Christmas distribution.

By giving attention to this request, you'll save disappointment on the part of your customers when Christmas morning dawns.

TWO MORE WEEKS IN WHICH TO INSURE A MERRY CHRISTMAS TO THE HOME FOLKS

The Gerlach-Barklow Christmas Club closes Saturday, November twenty-second, which gives us two more weeks in which to accumulate a sufficient number of Christmas Club Credits to make the coming Christmas a memorable occasion.

Read in this issue of REVIEW the names of salesmen who are making perfect scores for Business Every Day, then resolve that what they are doing, you can do too.

THE NEW PATRIOTIC DESK CALENDARS ARE WINNERS!

S-265 "STARS AND STRIPES FOREVER" AND S-266 "KEEP 'EM FLYING" ARE WELL RECEIVED

Thanks for the way you men and women on the firing line displayed your loyalty by putting those two little Patriotic Calendars over with a BANG!

Samples were no sooner in your hands than the orders started rolling in, and every mail brings more orders.

One thing that stands out strongly is the fact that the big majority of these orders come from new customers who are eager to show just where they stand on Americanism and Patriotism.

Keep up the good work and thanks again for the wonderful job you're doing.

BUSINESS MEN WANT TO DO SOMETHING ABOUT AMERICA

They want to do their part; they want to remind all Americans of the fact that this is the greatest country on earth. They want to do a bit of consistent, commonsense flag waving.

Above all else, they want John Q. Public to know exactly where they stand. Our inspiring subject, "The Spirit of America" affords these business men and institutions a real opportunity to tell the whole cockeyed world right where they stand.

Here are copy suggestions taken from orders going through our factory. These are not copyrighted, so you are at liberty to use them as you will—ON "SPIRIT OF AMERICA."

Life Insurance—
WE RECOMMEND LIFE INSURANCE — NOT BECAUSE SOMEONE MAY DIE, BUT BECAUSE SOMEONE MUST LIVE.

Automobile Sales and Service—
U. S. A. CHOOSES CHEVROLET — FIRST BECAUSE IT'S FINEST.

Bank—
THEY'LL BE HAPPIER IN THEIR OWN HOME. LET US FINANCE IT.

Federal Savings and Loan Company—
CONTRIBUTED TO THE PRESERVATION OF AMERICAN IDEALS.

Auto Dealer—
BIG ENOUGH TO SERVE YOU — NOT TOO BIG TO KNOW YOU.

Funeral Home—
TO SERVE HUMANITY BETTER.

Bank—
YOUR DECLARATION OF INDEPENDENCE IS WRITTEN IN YOUR BANK BOOK

Coal Dealer—
LET US KEEP YOUR HOME FIRES BURNING.

Business School—
LIFE'S BATTLES ARE WON BY THOSE WHOSE MINDS ARE TRAINED.

Dairy—
PURE MILK — FOOD FOR BRAIN, BODY AND BRAWN.

Shoe Repair Shop—
OUR SOLES GO MARCHING ON.

Bakery—
RAISED ON BUTTERKRUST BREAD, AND STILL GOING STRONG.

Memorial Dealers—
OUR SERVICE IS PERFORMED FOR THOSE WHO LIVE IN MEMORY.

General—
OUR STORE IS DEDICATED TO THE FUTURE GENERATION.

HOW YOU CAN SELL

Service Sweeties

FROM NOW TILL CHRISTMAS!

November and December are good months for selling News Quiz, SQA folders, mailing cards and blotters, especially when you can show a BRAND NEW series, Service Sweeties, to your customers and prospects.

Samples are on their way to you: Service Sweeties loose prints, for use on any monthly service card or folder using tip-on prints. The distribution insert and the picture paragraphs will help you sell. You'll also have samples of the new SQA-4 folders, with the new Buell prints on them. Good stuff; timely, patriotic stuff!

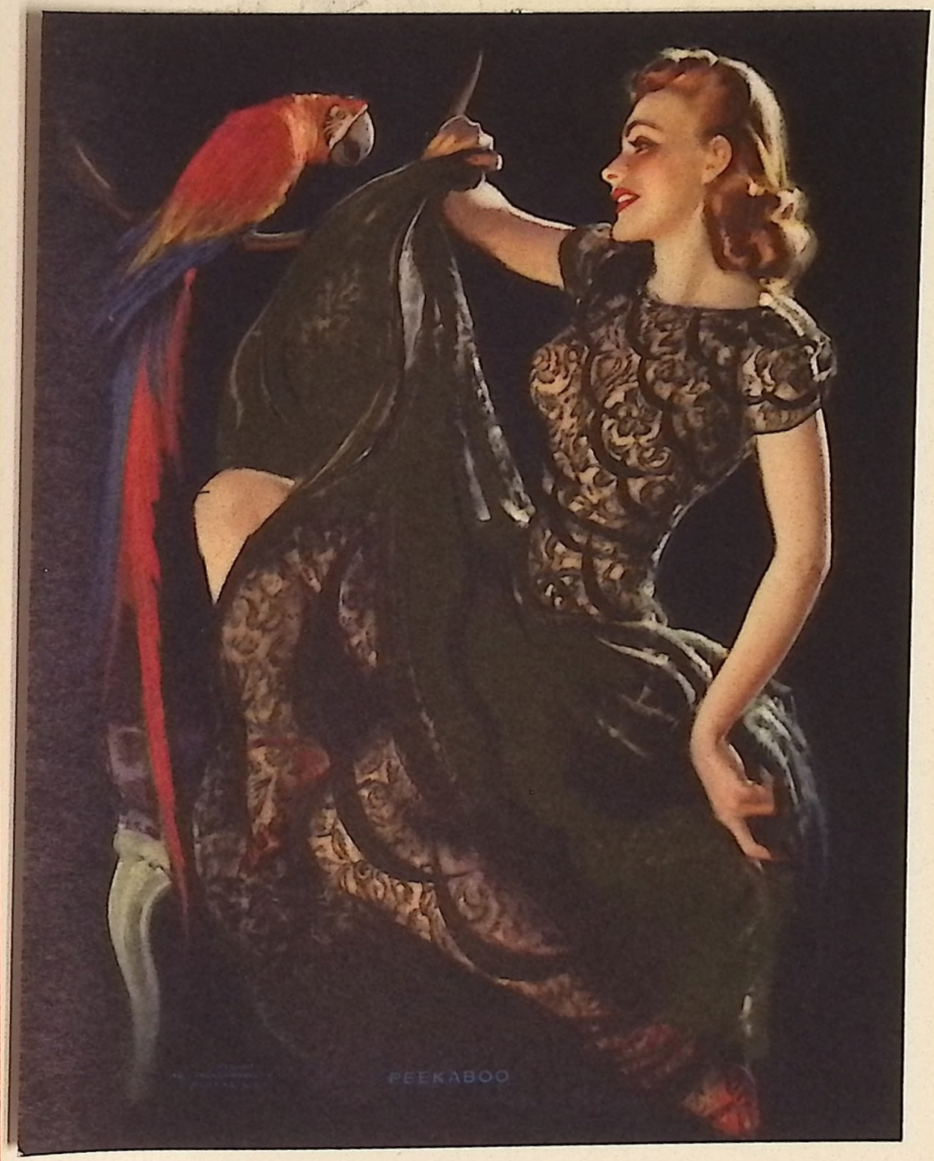
And blotters! Our plates are ready to print the Service Sweeties blotters, but we have been unable to get them on a press. SO—we have prepared special oversize blotter samples for you, showing the actual blotter designs, half again the size of the regular blotters. You'll get attention when you show these big, beautiful samples. Of course you can't take orders for the big sample size blotters, but you can sell all the regular Class X and Class Y blotters you want, at regular prices, for January 1st delivery.

Before you show Service Sweeties to anyone, READ the picture paragraphs, and know the stories of the pictures. Then show your prospects how timely and sensible these glamour girls of Defense really are.

Make the most of this sales opportunity. If you show Service Sweeties to five or ten buyers every week, you'll have something to be thankful for on Thanksgiving, something to be merry about at Christmas, for you'll have EXTRA DOLLARS in your pocket! Show and sell Service Sweeties every day!

GET NEW BUSINESS NOW WITH—

SERVICE SWEETIES



This week SELL AT LEAST ONE ORDER OF "SERVICE SWEETIES" ON THE NEW SQA-4 FOLDERS, AND ON NEWS QUIZ RENEWALS.

I'M NO P. T. BARNUM

I'M NO THOMAS A. EDISON

THAT'S WHY I'M GLAD I'M IN THIS BEAUTIFUL BUSINESS OF YOURS AND MINE, BROADCASTING AMERICANISM, PATRIOTISM, SAFETY AND GOOD CITIZENSHIP TO THE YOUTH OF OUR GLORIOUS COUNTRY.

A GERLACH-BARKLOW SALESMAN.